

Message Text

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ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W
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R 280510Z OCT 76
FM AMEMBASSY SINGAPORE
TO USDOC WASHDC
SECSTATE WASHDC 6452

UNCLAS SINGAPORE 4924

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJECT: FY 76 ANNUAL CCP ASSESSMENT, SINGAPORE.

REF: 74 STATE 280182

1. ALL MAJOR CAMPAIGN OBJECTIVES FOR FY 76
CCP CAMPAIGNS ACCOMPLISHED, WITH EXCEPTIONS NOTED
PARAS 2-6 BELOW.

2. SEVERAL THEME SUBSTITUTIONS WERE MADE
IN COURSE OF YEAR IN RESPONSE TO CHANGING MARKET
CONDITIONS AND UPDATED MARKET RESEARCH. THUS, WHILE
CCP GENRALLY REFLECTS THE MAGNITUDE OF POST COMMERCIAL
EFFORT, DOCUMENT DIFFERS IN SOME DETAILS FROM ACTUAL
EXPERIENCE. FOR EXAMPLE, TIMBER AND WOODWORKING EXHIBITION
AND INDUSTRIAL/COMMERCIAL SECURITY DEVICES EXHIBITION
WERE DROPPED IN FAVOR OF HEALTH CARE AND METALWORKING
THEMES. THESE CHANGES SUBSTANTIALLY STRENGTHENED POST
FY 76 EVENT SCHEDULE.

3. FY 76 TRANSITIONAL QUARTER: WHILE SINGAPORE
CCP INCLUDED RESOURCES FOR TRANSITIONAL QUARTER (TQ),
IT DID NOT SPECIFY TQ CAMPAIGNS. TRANSITIONAL QUARTER
HIGHLIGHTS WERE AN EXCEPTIONALLY SUCCESSFUL COMPUTER
EXHIBITION AND A COMMUNICATIONS EQUIPMENT TRADE MISSION.

4. SIGNIFICANT ADDITIONS: IN ADDITION
TO CCCP CAMPAIGNS, EMBASSY ALSO SPONSORED SEVERAL UNSCHEDULED
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EVENTS IN COURSE OF FY 76. MOST SIGNIFICANT FROM

RESOURCE USAGE POINT OF VIEW WERE SPECIAL TRADE CENTER BICENTENNIAL EXHIBITION, WASHINGTON STATE/ESCAP TRADE MISSION, AND MASS RAPID TRANSIT SEMINAR. E/C SECTION PERSONNEL ALSO MADE DEY PROSPECT CALLS OUTSIDE OF SINGAPORE IN SUPPORT OF TC EXHIBITIONS.

5. COMMERCIAL INFORMATION SYSTEM CAMPAIGN;
BECAUSE OF PERSONNEL FACTORS (1-MONTH GAP IN COMMERCIAL SERVICES OFFICER POSITION AN SHORTAGE OF FSL CLERICAL HELP) EMBASSY WAS UNABLE TO COMPLETE SOME OF ACTIONS ON PAGE 29 CCP RELATING TO FURTHER DEVELOPMENT OF COMMERCIAL INFORMATION SYSTEM.

6. REGIONAL MARKET RESEARCH PROJECT WAS DROPPED AS A POST PROJECT DUE TO USDOC REINSTATEMENT OF BEST PROSPECTS REPORT (75 STATE 123882).

7. IN GENERAL, POST ENCOUNTERED NO SIGNIFICANT PROBLEM IN EXECUTING CCP. CCAG WISHES TO THANK USDOC, IN PARTICULAR, FOR SCHEDULING GOOD, VIABLE THEMES FOR SINGAPORE'S EVENTS. OUR ONLY REGRET IN THIS CONNECTION IS THAT METALWORKING SHOW COULD NOT HAVE BEEN HELD OFFSITE. EMBASSY CONTINUES TO BELIEVE RATIONALE FOR OFFSITE THIS THEME AT FUTURE DATE REMAINS STRONG.
HOLDRIDGE

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